

# CONTRACT



**KSDK**  
**1000 Market Street**  
**St. Louis, MO 63101**  
**(314)421-5055**

[www.ksdk.com](http://www.ksdk.com)

And:

**Great American Media/ POL**  
**1010 Wisconsin Ave. NW, Ste. 800**  
**Washington, DC 20007**

<u>Contract / Revision</u> 723338 /		<u>Alt Order #</u> 06380477
<u>Product</u> DCCC		
<u>Contract Dates</u> 10/30/12 - 11/05/12	<u>Estimate #</u> 2118	
<u>Advertiser</u> Iss/ DCCC		<u>Original Date / Revision</u> 10/18/12 / 10/18/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KSDK	<u>Account Executive</u> Kristin Waskie	<u>Sales Office</u> Telerep Philadel
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 11	<u>Product Code</u> 14
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	KSDK	10/30/12	11/05/12	Days of Our Lives	1-2P		:30				NM	2	\$2,020.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--				2	\$1,010.00	0.00			
N 2	KSDK	10/30/12	11/02/12	LN (M-F)	10-1035p		:30				NM	2	\$6,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--				2	\$3,375.00	0.00			
N 3	KSDK	10/30/12	11/05/12	News at 10am	10-11A		:30				NM	2	\$1,120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--				2	\$560.00	0.00			
N 4	KSDK	10/30/12	11/05/12	Today Show III	11A-12P		:30				NM	2	\$1,230.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--				2	\$615.00	0.00			
N 5	KSDK	10/30/12	11/05/12	Show Me St. Louis	1230-1p		:30				NM	2	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--				2	\$675.00	0.00			
N 6	KSDK	10/30/12	11/02/12	Noon News	12-1230p		:30				NM	2	\$1,580.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--				2	\$790.00	0.00			
N 7	KSDK	10/30/12	11/02/12	Ellen	3-4p		:30				NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--				2	\$850.00	0.00			
N 8	KSDK	10/30/12	11/02/12	News 5 at Four	4-430P		:30				NM	2	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--				2	\$1,125.00	0.00			
N 9	KSDK	10/30/12	11/05/12	4-5A	4-5A		:30				NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--				2	\$50.00	0.00			
N 10	KSDK	10/30/12	11/05/12	Jeopardy	430-5p		:30				NM	1	\$1,235.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--				1	\$1,235.00	0.00			
N 11	KSDK	10/30/12	11/02/12	News Channel 5 at 5P	5-530P		:30				NM	2	\$5,600.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service, shall not constitute payment to this station.

TERMS: Due 15th day of the Month following Broadcast.



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<u>Contract / Revision</u> 723338 /		<u>Alt Order #</u> 06380477
<u>Contract Dates</u> 10/30/12 - 11/05/12		<u>Product</u> DCCC
<u>Advertiser</u> Iss/ DCCC		<u>Estimate #</u> 2118
		<u>Original Date / Revision</u> 10/18/12 / 10/18/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--				2	\$2,800.00	0.00			
N 12	KSDK	10/30/12	11/05/12	5-6a	5-6A		:30				NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--				1	\$675.00	0.00			
N 13	KSDK	10/30/12	11/02/12	News Channel 5 at 6P	6-630P		:30				NM	2	\$6,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--				2	\$3,025.00	0.00			
N 14	KSDK	10/30/12	11/05/12	6-7a	6-7A		:30				NM	2	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--				2	\$1,350.00	0.00			
N 15	KSDK	10/30/12	11/05/12	630-7P Wheel of Fortune	630-7P		:30				NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--				1	\$3,000.00	0.00			
N 16	KSDK	10/30/12	11/02/12	NBC Today 7-9A	7-9A		:30				NM	3	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--				3	\$1,250.00	0.00			
N 17	KSDK	10/30/12	11/02/12	NBC Today Show II 9-10A	9-10A		:30				NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--				2	\$850.00	0.00			
N 18	KSDK	11/03/12	11/03/12	LN (Sa)	10-1035p		:30				NM	1	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$2,700.00	0.00			
N 19	KSDK	11/03/12	11/03/12	Saturday Night Live	1030p-1205a		:30				NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$1,800.00	0.00			
D 20	KSDK	11/03/12	11/03/12	630-7P Wheel of Fortune Sat	630-7P		:30				NM	0	\$0.00
N 21	KSDK	11/03/12	11/03/12	NBC Today Show (Sa)	7-9A		:30				NM	1	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$1,125.00	0.00			
N 22	KSDK	11/04/12	11/04/12	News Channel 5 at 5P Sun	5-530P		:30				NM	1	\$1,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S				1	\$1,575.00	0.00			
N 23	KSDK	11/04/12	11/04/12	Sun 6-7A	6-7A		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S				1	\$550.00	0.00			
N 24	KSDK	11/04/12	11/04/12	NFL Regular Season Football	Various		:30				NM	1	\$10,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S				1	\$10,125.00	0.00			
N 25	KSDK	10/30/12	10/30/12	The Voice	7-8P		:30				NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----				1	\$9,000.00	0.00			
N 26	KSDK	10/31/12	10/31/12	Chicago Fire	9-10P		:30				NM	1	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----				1	\$3,600.00	0.00			
N 27	KSDK	11/05/12	11/05/12	Revolution	9-10P		:30				NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----				1	\$4,500.00	0.00			

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N 28	KSDK	10/30/12	11/02/12	NBC Today Show II 9-10A	9-10A		:30				NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/29/12	11/04/12	- TWTF - -				1	\$850.00	0.00			
Totals										0.00		42	\$78,635.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/05/12	42	\$78,635.00	\$66,839.75
<b>Totals</b>	42	\$78,635.00	\$66,839.75

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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